



Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, October 18, 2018

- Call to Order
 - Chair Heather Roach called the meeting to order at 8:03 a.m.
- Report on Posting of Agenda:
 - Board Chair, Heather Roach announced the agenda had been posted on October 12, 2018 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members present: Heather Roach, Adam Sanchez, Vic Vanni, Kevin Heath, Cat Tucker, Mark Turner, Don DeLorenzo, Melony Prater, Tammy Brownlow, Eric Gebhardt (8:09), Mike Patel (8:13)
 - Board Members absent: Barb Granter, Brian Bowe, Maria DeLeon, Dave Peoples
 - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
 - Guests: Kat Filice & Jason Raby (Articulate Solutions); Marline Avelar & Luca Rutigliana (Corde Valle); Gene Zanger (Casa de Fruta)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - There were no public comments
- Board Member Reports:
 - Board Member Prater reported the RV Park is currently installing Solar Panels. They are busy with RV groups coming in as soon as the last group leaves.
 - Board Member DeLorenzo reported golf season is winding down. High Schools are finishing up their seasons. They still have a few events scheduled - a US Kids event in December and a Ladies Invitational with over 60 ladies participating. Currently selling annual passes for next year - coupons on Groupon and Golf Moose.
 - Board Member Turner reported the Wine Mural on 5th street is almost complete. There will be a ribbon cutting at 5:30 this Tuesday. Check it out!
 - Board Member Tucker reported there is an upcoming study session on traffic, housing and the sports park on 10/29. Council received data on 4th of July fireworks (legal & illegal). Citations have been issued with fees of \$1000.00 for illegal fireworks. Measures the fire chief has put into effect are working.

- Board Member Heath reported he is currently working on a business & operational plan to submit to council to hopefully redesign & update the building. He recently launched an after-school program funded by a grant from the Gilroy Foundation. Dia de Los Muertos exhibit is now open. They will be hosting an open house on 10/27 from Noon – 4pm. Holiday Boutique coming up first week in November. Limelight Theater is a finalist for three awards through Theater Bay Area. First theater (south of San Jose) to ever be nominated for this award.
- Board Member Vanni reported they are in the middle of Harvest. Today they are harvesting their Sangiovese. Library tastings starts immediately after Thanksgiving.
- Board Member Brownlow reported EDC continues to receive inquiries about available properties. EDC recently received a request for information on a proposed new movie theater. New Distribution Center (Performance Food Group) will be relocating here with some potential job opportunities. Sumano's Bread Company from Watsonville will also be relocating to downtown on Monterey Street south of the transit center. They are hoping to have a retail portion open to the public. Specialty Parts out of San Jose is moving into the RAP4 building on Arroyo Circle. EPS analysis of key opportunity sites in Gilroy should be completed and available by the end of the month.
- Board Member Sanchez reported the restaurant business is very good right now. All the local downtown restaurants really benefited from the recent Tamal festival downtown. Several restaurants have signed up for California Restaurant Month in January. That month is a slower time for restaurants and this promotion will hopefully drive more customers into local restaurants.
- Board Member Gebhardt reported Hampton Inn should be open sometime in March 2019. Lodging projections for 2019 continue to look positive.
- Board Member Roach reported all the exterior painting at the center has been completed. Finishing up on some roof improvements and paving projects. Landscaping projects will be next. Trick or Treating on 10/31 from 3 – 5:30. GPO is expecting around 700 kids this year.
- Board Member Patel reported Best Western occupancy has been steady. Increase for next year should be very minimal.
- September Social Media, Marketing & PR Report – Kat Filice & Jason Raby from Articulate Solutions reviewed the monthly social media campaigns. Visit Gilroy website traffic is up 25% over last year. Mobile traffic is trending at 75%. Visit Gilroy website won another award in addition to Solis Winery. Marketing to Canada will have a (.org vs. .com) for purposes of tracking domestic vs. international.
- Consent Calendar:
 - Approval of September 20, 2018 board meeting minutes – MSC approved unanimously
- Old Business:
 - SCC South County Tourism Campaign – Partners attending - Luca Rutigliana & Marline Avelar from Corde Valle & Gene Zanger from Casa de Fruta. The new campaign Sweet Retreat in South County to promote tourism & TOT has launched on 10/1 and already we

have over 1500 clicks to the website. Jason & Kat described the strategies they are doing to increase visibility.

- GWC 990 Tax Return – FY 17/18 – ED Howard spoke with John Blaettler and John is finishing up the returns. We will have copies for the board at our next board meeting.
- New Business:
 - Approval of September 2018 financial reports – MSC approved unanimously.
 - Approval of California Welcome Center Conditional Designation Award – MSC approved unanimously.
 - Board Member vacancy – board discussed several names and directed ED Howard to pursue someone from LJB Farms to represent Ag Tourism.
- Gilroy Welcome Center Monthly Staff Reports
 - GWC Executive Director Report – will email to board after monthly Smith Travel report comes in.
 - GWC Manager Report – emailed to the board prior to the meeting
 - Correspondence – None

Adjournment of Board Meeting at 9:15 a.m.

Next board of directors meeting: November 15, 2018

Minutes prepared by GWC Manager Pam Gimenez